

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 1/10/2012	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve, on behalf of the Cambria Local Area Advisory Board, an agreement with Verdin Marketing Ink/RIESTER Sonoran LLC, in an amount not to exceed \$63,750 to re-design the Cambria Chamber of Commerce website into a more visitor friendly site.			
(5) RECOMMENDED ACTION It is recommended that the Board approve, on behalf of the Cambria Local Area Advisory Board, an agreement with Verdin Marketing Ink/RIESTER Sonoran LLC, in an amount not to exceed \$63,750 to re-design the Cambria Chamber of Commerce website into a more visitor friendly site that focuses on the unique offerings of Cambria.			
(6) FUNDING SOURCE(S) Business Improvement District assessment funds - Cambria local area funds	(7) CURRENT YEAR FINANCIAL IMPACT \$63,750.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? No
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A		(12) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(13) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(14) W-9 <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
(15) LOCATION MAP  N/A	(16) BUSINESS IMPACT STATEMENT?  No	(17) AGENDA ITEM HISTORY  <input type="checkbox"/> N/A Date _____	
(18) ADMINISTRATIVE OFFICE REVIEW			
(19) SUPERVISOR DISTRICT(S) District 2 -			

## County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 1/10/2012

SUBJECT: Request to approve, on behalf of the Cambria Local Area Advisory Board, an agreement with Verdin Marketing Ink/RIESTER Sonoran LLC, in an amount not to exceed \$63,750 to re-design the Cambria Chamber of Commerce website into a more visitor friendly site.

### **RECOMMENDATION**

It is recommended that the Board approve, on behalf of the Cambria Local Area Advisory Board, an agreement with Verdin Marketing Ink/RIESTER Sonoran LLC, in an amount not to exceed \$63,750 to re-design the Cambria Chamber of Commerce website into a more visitor friendly site that focuses on the unique offerings of Cambria.

### **DISCUSSION**

The Cambria Area Local Board, on October 27, 2011, approved the submittal of a local area fund application to the County's Business Improvement District (CBID) to contract with Verdin Marketing Ink/RIESTER Sonoran, LLC to re-design the Cambria Chamber of Commerce's web site into a friendlier site that focuses on the unique offerings of Cambria. The project will be funded with Cambria local area funds. The CBID Advisory Board voted to recommend the agreement to the Board of Supervisors at their November 16, 2011 meeting.

The Cambria Chamber of Commerce site currently receives the largest percentage of traffic from visitors looking for information about traveling to Cambria. The Cambria Local Area Advisory Board believes that this partnership will enhance the web site to provide better tourism information about local events and lodging properties among other things. Verdin Marketing Ink/RIESTER Sonoran, LLC created and maintains the CBID's web site, WineCoastCountry.com. This sole source agreement is recommended because the Chamber site will be re-designed to sit on a similar platform as WineCoastCountry.com which will allow content and resources to be shared between the two sites easier.

### **OTHER AGENCY INVOLVEMENT/IMPACT**

The Cambria Local Area Advisory Board and the Cambria Chamber of Commerce will oversee the re-design of the Chamber's web site and will track Verdin/RIESTER Sonoran's performance as they

carry out the work tasks as outlined in the Exhibit A - Scope of Work (Attachment #2). The Cambria Chamber of Commerce has provided a letter expressing support of the project (attached as Attachment #3). Administrative Office staff provides support and acts as the liaison between the County, the CBID and various local areas advisory boards. County Counsel reviewed the agreement for form and legal effect.

### **FINANCIAL CONSIDERATIONS**

The San Luis Obispo County Tourism Business Improvement District is funded by a 2% assessment of the rent charged per occupied room per night from lodging businesses (hotels, motels, bed and breakfasts, and vacation rentals) within the CBID area. A portion of the assessment, 1%, is used to specifically market and promote the local area from which it was collected. Cambria local area funds will be used to fund this project.

### **RESULTS**

The County has not established performance criteria beyond the legal contractual obligations to expend the funds for identified purposes. The onus is on the designated contractors that are selected by the local areas and CBID Advisory to meet the expectations of the lodging business owners paying the assessment. The Cambria Local Area Advisory Board along with the CBID Advisory Board will track the performance of Verdin Marketing Ink/RIESTER Sonoran LLC during the term of this agreement. In May 2011, the County, on behalf of the Cambria Local Area Advisory Board, contract with Verdin Marketing Ink/RIESTER Sonoran, LLC to develop a marketing and branding plan. Results are attached as Attachment #4.

### **ATTACHMENTS**

1. Verdin Marketing Ink/RIESTER Sonoran LLC agreement for services
2. Exhibit A - Scope of Work
3. Cambria Chamber of Commerce support letter
4. Marketing Plan results